

“FACULTY GUIDE  
Part III: Club Communications (rev. 9/20)

Prior to the Session:

1. Collect materials needed for activities
2. Prepare the vignettes for distribution
3. Create fun and unique ways to partners and groups

Begin the Session:

- Introduce yourself and session
- Orient to the materials
- Review the Session Goals and point out that this course is the last session of the Membership curriculum of RLI
- Refer to referenced materials and where to find them

*NOTE: The Facilitator Guide for this session diverges from the participant manual. All needed materials are provided to faculty to facilitate this updated session. The participant manual continues to provide a relevant resource for participants with thought provoking questions and activities. This is true for a handful of sessions and will be noted when it occurs. These manuals will be updated at the next printing.*

Warm-up – Telephone Game

- Set the stage for the telephone game (whispering a phrase from one person to another down the line or around a circle)
- Present the following phrase to the first person in line:

**“Good communication is the difference between confusion and clarity.”**

- Begin the activity
- Ask the person at the end of the line to repeat the phrase.

Talk about the importance of good communication in Rotary clubs

Introduction:

**Prompt 1 - In this session, we will explore best practices for communicating INTERNALLY to club members and the Rotarian family. Later today, the session “Public Relations and Public Image” deals with communication to those outside the club – EXTERNAL Communications.**

*NOTE: There are seven (7) vignettes that comprise the basis of this session. The size of the group will determine the facilitation technique used. If there are seven or less in the group give each person a different “situation”. If there are more than 10 or 12 form partners or trios.*

### Communication Methods

- Form partners or trios (or stay as individuals) depending on the group size
- Distribute vignettes – one per individual/group
- Allow time to read quietly and NOT COMMENT yet
- Go around the room and ask all participants to share ONLY how they are feeling (after reading their “situation”)
- Give an overview of the different vignettes

**Prompt 2 – Each vignette is similar in that you are the secretary of our club, had a family emergency, did not get the minutes sent, and had not had time to inform the president. The message from the president is also the same in every vignette.**

**What IS different, is the method that was used to communicate that method.**

- Give groups (individual) five (5) minutes for the groups to talk about how they are feeling with their partner(s) and how that might relate to the communication method.
- One at a time have each group (individual) share their vignette, the feelings it invoked and how that relates to the communication method
- Ask rest of the group if they would have felt similarly to the group that presented or not.
- Repeat with each
- Once all the groups have shared, ask group what method the folks feel (of all those discussed) was ideal in that situation and why

**Prompt 3 – Is there one method of all those shared that you would consider to be ideal in this situation? Why?**

### Discussion: Rotary Leadership Communication Issues

- Divide the participants into two groups
- Give one group Vignette B and the other Vignette C

**Prompt 4 – There are many other situations that Rotary Leaders face which require communication. Here are two potential situations clubs face. Talk among your group about the matter and respond to the questions provided**

- Allow the groups five minutes to discuss the situation
- Have each group present their conclusions

Concluding Discussion:

- Barriers and problems exist to effective communication in clubs
- Discuss some barriers participants might experience in their clubs

**Prompt 5 – What barriers or problems exist to effective communication in your club?**

- Discussion might include the following
  - Personality clashes
  - Never done it that way before
  - Cliques within the club
  - Generation Gaps
  - Failure to dedicate adequate time for successful communication
  - Know-It-Alls
  - Not Listening
  - Not education
  - Not delegating
  - Not trusting
  - Not willing to share credit
  - Not leading
- As barriers/problems are posed, invite the group to suggest how to overcome them

**Prompt 6 – What new technology could be used to expand your Rotary club's communication efficacy?**

- New technology to some may be like speaking a foreign language while to others it is commonplace
- Use this question as a brainstorming opportunity that will likely put younger Rotarians and persons with tech backgrounds in more of a teaching and helping role
  - Allow them to teach each other and network for further help later

## ➤ VIGNETTES

A.

1. You are secretary of your club. It is your responsibility to send the meeting minutes promptly after the board meeting. After one board meeting, you have a family emergency and fall behind. You have not had a chance to inform your club president of your family emergency. Your club president comes to you after the next meeting one day and says with a look of concern on her face, "I haven't received the latest board meeting minutes." You can tell from her expression that they are worried about you and wondering if something is wrong since you are normally very prompt with your minutes.

2. You are secretary of your club. It is your responsibility to send the meeting minutes promptly after the board meeting. After one board meeting, you have a family emergency and fall behind. You have not had a chance to inform your club president of your family emergency. You receive a text from your club president that says, "I haven't received the latest board meeting minutes."

3. You are secretary of your club. It is your responsibility to send the meeting minutes promptly after the board meeting. After one board meeting, you have a family emergency and fall behind. You have not had a chance to inform your club president of your family emergency. At the next club meeting the president announces from the podium in an annoyed voice, "I haven't received the latest board meeting minutes."

6. You are secretary of your club. It is your responsibility to send the meeting minutes promptly after the board meeting. After one board meeting, you have a family emergency and fall behind. You have not had a chance to inform your club president of your family emergency. The following week, in the president's club mass email you read a part where he references the board meeting but have also written, "I haven't received the latest board meeting minutes."

7. You are secretary of your club. It is your responsibility to send the meeting minutes promptly after the board meeting. After one board meeting, you have a family emergency and fall behind. You have not had a chance to inform your club president of your family emergency. You hear through the grapevine that the club president has been angrily telling other club members that he, "Hasn't received the latest board meeting minutes."

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B.

Imagine you are President Elect of your club. You have decided who you would like to serve on our board. What mode of communication would you use to ask them to serve and why?

C.

Imagine that you are President of your club. You receive feedback from multiple sources that they are offended by recent comments and jokes shared by multiple members of the club that were of a sexist nature. What method of communication would you use to go about this? Would you address people individually or address the club as a whole?